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Sun Spots

VOL. 1, NO. 2, PUBLISHED NOW AND THEN AT PALM DESERT, CALIFORNIA VOL. 1, NO. 2

COMING EVENTS CAST THEIR SHADOWS

The Shadow Mountain Club

In all the world—! And truly there's no other place like the Shadow Mountain Club, though it has been likened, for its scenery backdrop, to Marrakech in French Morroccan Africa with the Atlas Mountains in the background.

One of America's most exclusive as well as architecturally original clubs, there is everything here within its 75 private acres to delight the person who desires all manner of sports as well as the finest of foods yet bounded by the exclusiveness of such a membership. And more—Shadow Mountain is a family club with interests for every member.

Most any day, lunching or dining on the terrace of the Shadow Mountain Club are seen such prominent socialites as the Harold Lloyds, the Erret Cords or Dr. and Mrs. John P. Lordan. While the pitch and putt course brings out Oscar Trippet, Stephen Royce or Frank Bireley. The Leonard Firestone's cabana beside the figure "8" shaped pool is headquarters for their family and friends. In fact, the Shadow Mountain daily gate register reads like a copy of an international blue book.

The desert is the spot to sun-laze and the Shadow Mountain pool, sand terraces and cabanas are just the spot for this. There is also provided a 9-acre pitch and putt golf course. Championship tennis and paddle tennis courts have been built to exacting requirements. But even more than this—where, on the desert can be found sailboating? Where else would arid desert yield up enough water to provide a lake large enough for miniature regattas?

One of the most unique features of the club is its already far-famed, nationally known, "kitchi-que". Under star studded skies, with a view that overlooks the entire northern end of the Coachella Valley, guests are served steaks that have been broiled on an open air "barbe-que" and salads that have been prepared on rolling copper carts.

Probably the loveliest feature of this beautifully designed clubhouse and grounds is the presence everywhere of water. Pools of it, lushly planted, form background for quiet dining, or streams cascade over rock formations to add visual coolness and contrast to the warm desert in the valley below. In other words, tropical plantings, the abundant use of water, along with the facilities offered, make this America's number one club.

★

Pictured at the right is the entrance to the Shadow Mountain Club where many sports facilities and the finest cuisine will be available to members and guests.

CLUB'S FORMAL OPENING SOON

Shortly, members of the Shadow Mountain Club will be receiving announcements of the gala formal opening of the exclusive club and of several special parties that are being planned by the entertainment committee for its social calendar.

Truly a "night of nights" will be the festive opening party. For many prominent socialites from the Southland and from other parts of the country will join with outstanding Hollywood figures to inaugurate Shadow Mountain Club.

Already many of the club's major facilities are open to members and their guests, an informal prevue of these being held early in December. As each additional facility is completed it will be opened for the members' use. And many members are now availing themselves of the club's advantages.

Thus, when the formal opening is held, the colorful cocktail and rumpus room, the glamorous dining area, the mammoth kitchen will all be in readiness while the unique rotisserie will be in operation to serve hundreds of deliciously sizzling steaks. Every detail for the pleasure and convenience of the club's members is being carried out, so that Shadow Mountain Club may rate the title of America's smartest club.

FLASH!

CHARTER MEMBERSHIP CLOSES SOON

Members of the fabulous Shadow Mountain Club have been inquiring whether or not the membership has been closed.

At this time the charter membership is substantially complete, and will close very soon. However, the Board of Governors has sanctioned a limited additional regular membership at a substantially higher fee than the present $100 initiation fee.

POSTWAR MIRACLE CITY

Construction Facts—Not Promises

From wasteland to wonderland! In just 17 months the wasteland which is now Palm Desert, has been turned to the enjoyment and convenience of man.

On July 16, 1946 the first bulldozers went to work, though, of course, two and one-half years previous to that had been spent in land purchasing and engineering work collecting the 19 parcels totalling 1620 acres which are the present townsite. One year later, on July 16, 1947, the United States officially opened its Post Office of Palm Desert.

In the meantime 16½ miles of surfaced roads and 15 miles of high pressure water system were installed along with construction proceeding for the building of the Shadow Mountain Club, Firecliff Lodge and bungalows, stores, four income units and a number of private homes.

CLIFFORD W. HENDERSON,
FOUNDER-PRESIDENT
PALM DESERT CORPORATION

The parent corporation—Palm Desert Corporation—has expended in excess of three-quarters of a million dollars in land, construction and improvements. In addition to this, private construction including homes, income property and commercial buildings in excess of $600,000 are now completed or in some stage of construction.

During this same interval, four rental properties have been completed consisting of every type of accommodation from modest rooms to spacious suites and bungalows. Several more bungalow hotel or lodge sites are scheduled for immediate development.

Several of the nations outstanding architects have signed their names to plans for homes and commercial properties already under construction. The Leonard Firestone estate has been designed by William Pereira; Cliff May has done the Herbert Pritzlaff home; Hugh Weston is assigned to the Ole Olsen ranch estate; while Gordon Kaufman and Henry Eggers are not only doing a number of homes but have completed the Shadow Mountain Club, Firecliff Lodge and several business properties.

The hallowed ground that was once the training spot for the late General George S. Patton's famous "Third" was nothing more than arid desert. Now, the clubhouse area alone has 9 acres of grass; there is water everywhere, enough to supply a city of 20,000; more than 800 palm trees, shade trees of the Brazilian Pepper variety, bougainvillea, and oleanders have been transplanted to the property—and these are only basic plantings.

There is a lake 420 feet long where miniature regattas hold forth; the Shadow Mountain Club pool, probably the largest club pool in the world, is 130 feet long and figure "8" shaped. All this excess water is drained to irrigate an agricultural test grove for the perfecting of oranges, lemons, grapefruit, tangerines and dates—the most important crops of the fertile Coachella Valley.

This planned community—planned in advance to meet the needs of a growing township, not revamped later when the needs have outgrown the space allotted—has set aside perpetual sections to anticipate every recreational, cultural and spiritual need of the community of tomorrow. The 100-foot wide El Paseo Avenue will be one of the famous as well as beautiful avenues of America with its blocks of palm trees and ribbons of grass. In the center of every business block there is a perpetual space set aside for adequate parking facilities. Never will the time come when the proportions of the town have grown to the point where parking is necessary blocks away.

There is a 3½-acre plot set aside for churches of which two denominations are now completing their plans for their future spiritual homes. A 10-acre site for schools has been foreseen by the planning committee and a 4-acre space will house the Civic Center with its City Hall, Fire and Police departments as well as a Public Library.

The architectural committee has rigid restrictions for the architectural scheme where all must conform to the pre-determined plan to feature the charm of the Old West—with the convenience of the modern.

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DIRECTORATE OF PALM DESERT COMMUNITY ASSOCIATION

(Shadow Mountain Club)

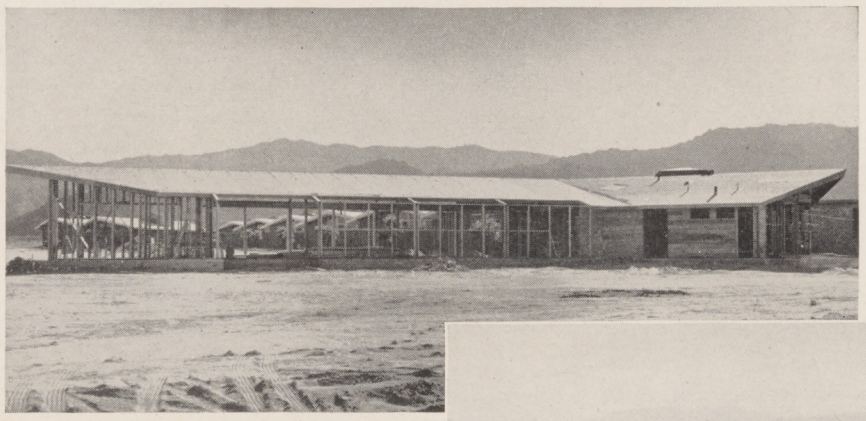
President—Oscar A. Trippet
Vice-Pres.—Stephen W. Royce
Secy.-Treas.—Frank W. Bireley

Directors—Frank W. Bireley, Leonard Firestone, Clifford W. Henderson, Stephen W. Royce, Oscar A. Trippet.

Board of Governors—General H. H. Arnold, Edgar Bergen, Frank W. Bireley, Earl Coffman, Thomas Colby, E. L. Cord, Leonard Firestone, Clifford W. Henderson, Emmett H. Jones, Henry King, Harold Lloyd, Dr. John P. Lordan, Alden Roach, Stephen W. Royce, Donald Russ, Carl B. Squier, William Lyman Stewart Jr., Oscar A. Trippet.

PUB-SUN SPOTS ((1940s)) 18-186-1121

ACCOMMODATIONS



FIRECLIFF DINING ROOM IN CONSTRUCTION
FIRECLIFF BUNGALOWS SEEN THROUGH "UPRIGHTS"

★

FABULOUS FANCIFUL FIRECLIFF

American Desert's Smartest Address

Five acres of cool green cottages, flaunting stark white roofs to turn back the desert sun's rays, with individual gardens and terraces—that's Firecliff.

Each cottage was designed and furnished to provide the utmost in comfort. Three rooms in all, the bungalow is ideal for a family, having a living room and/or sitting bedroom, and two sleeping rooms. Or the rooms taken individually, each is a sitting room and bedroom in its own right.

Hazel Wray Davey, probably the foremost woman decorator in the country, lent her valuable talents towards combining coziness, hominess and complete utility for the person who desires a desert home for a day, a week or a season.

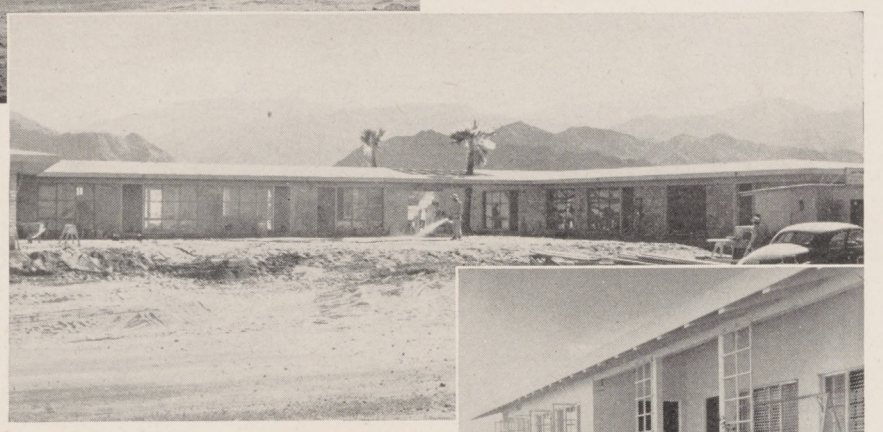
HAZEL WRAY DAVEY

The materials for coverings are delightful handmade, hand processed plaids, plains and stripes. They are combined with the soft tones of drift oak wood throughout the furnishings.

Mrs. Davey has achieved a "coup" to other decorators in designing especially built furniture which serves a particularly functional use to be seen only in Firecliff Lodge and Cottages. One of the smartest original pieces of furniture is the diamond shaped coffee table placed invitingly before the fireplace with individual footstools in the form of trumps which draw up before the settee and chairs.

Another innovation is the cocktail kitchen for preparation of a refreshing libation to be enjoyed before the fire or in the warm sun of the private terrace.

Firecliff Lodge is readily accessible and but across the road from the entrance to the exclusive Shadow Mountain Club with its many facilities including dining, swimming, boating, golfing or horseback riding.



TWIN PALMS TO BE READY SOON

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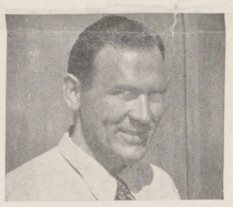
THEY AIM TO PLEASE

American Plan! A lovely room or bungalow with the finest address on the American desert, the best in food for the most discerning palate, both overseen by men known nationally for their ability in their particular field.

Carl H. Tamm, manager of Firecliff Lodge, was born into the restaurant and hotel business. His father, an European by birth, served his apprenticeship in the finest hotels abroad and came to this country to practice what he had learned. Young Tamm started his training at the Blossom Heath Inn in Detroit, Michigan, as a pantry boy and gradually worked his way to co-ownership and management of the Colonial Inn in Michigan's most exclusive summer resort colony at Harbor Springs. He will still spend his summers at the Colonial Inn but Firecliff Lodge claims him during the winter season.



CARL H. TAMM

The Continental Buffet served in the intimate Firecliff Dining Room is under the direct supervision of Florian Gyuris, whose past ability includes five times winner of the International Steward's Association award at Madison Square Gardens.

Before coming to this country Gyuris served many of the crown heads of Europe. Then, upon arrival here he opened the original Marchetti's Restaurant in Los Angeles. During the war he was Chef de Cuisine of the Marine Officers Club in San Diego.

Flash!

RESERVATIONS OFFICES

To offer the most complete reservation service to those coming to Palm Desert, reservations offices have been opened in Los Angeles and at Palm Desert itself. Accommodations for a stay of any length may be made through these offices. In Los Angeles, reservations may be made by telephoning WEbster 3-2661 or WEbster 3-2490. At Palm Desert general reservations may be made by calling INDIO 7532. While Shadow Mountain Club reservations should be made by telephoning INDIO 7-7496 (the club's own number) and reservations for Firecliff Lodge should be made directly to the lodge by calling INDIO 7-7491.

HOUSE OF RILEY

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DESERT DOMICILES

One of the first things Palm Desert has tried to provide is places where families or individuals may enjoy the desert for a day, a week or the season.

With Firecliff Lodge and Bungalows rushed to completion and to open in mid-December, there are also many other places—within walking distance of the Shadow Mountain Club—to stay. Twin Palms, a lovely 8-unit apartment group, was readied for occupancy by December 6th; House of Riley is another apartment spot; and Sun and Shadow boasts accommodations, on a permanent basis, of the finest.

There are 100 accommodations which were built during the languid summer season on the town site, and there are accommodations for another 150 people within the immediate area of 1½ miles.

Early in the spring, on the spacious 75 acres which comprises the Shadow Mountain Club, there will be cottages for members who do not have homes in the area, or for the guests of those who do, yet wish to afford their friends all the comforts and privileges of this club.

Those who have spent a winter on the desert know of its delights, the blazing sunsets, the crisp nights, yet the warm sun for summer-like sports. But more than this, Palm Desert offers a retreat for the family, where every member may find amusement, relaxation and quiet, or the gayety of dining and dancing.

SHADOW MOUNTAIN CLUB PREVUE

Starting with an informal prevue opening early in December, most of the major facilities of Shadow Mountain Club are in readiness for its members. The figure "8" swimming pool, the spacious dressing rooms and most of the modern conveniences incorporated in their design, two tennis courts, the sporty 9-hole pitch and putt course, shuffleboard, archery, and horseshoes set-ups, are now opened.

Five paddle tennis courts are being rushed to completion. Open for use, too, is the circular wading pool for wee tots. Shadow Mountain Lake is already the setting for miniature Regattas.

Food and refreshments, limited now to Snack Bar service, will soon be available from the rotisserie and kitchen now nearing completion.

★

THEIR PLACE IN THE SUN

The desert is a-bloom at Palm Desert, not only with nature's arts, but with many beautiful desert homes that encompass all the arts and talents known to man.

For several lovely and commodious homes are now nearing completion, are in process of construction, or are already occupied. And in the building of these homes many of the West's leading architects have lent their knowledge to embody the newest, the most modern, and most important—the greatest utility and comfort possible for their respective owners.

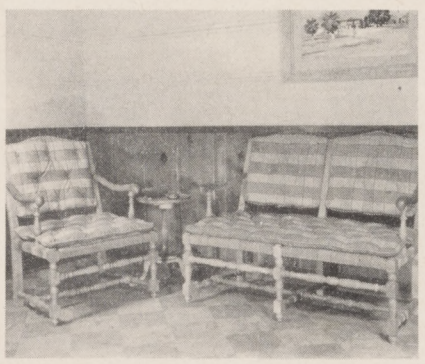
Up in the Shadow Mountain Estates tract Herbert Pritzlaff, genial bachelor who calls Milwaukee, Wisconsin, home, is preparing to occupy his new residence no later than January 1. Designed by Cliff May, nationally known for his ranch type homes, the house will embody the traditional architecture of the old California ranchos with the modern fantasy of glass and the blending of the outdoors with the interiors.

Mr. and Mrs. Leonard Firestone not only have their plans completed for their spaciously spreading estate in the Shadow Mountain Estates area, but they have a scale model of it as well, thanks to their architect, William Pereira. Ground breaking for this home, however, must await the return of its owners from England, in late December. Decor of the Firestone home will be by Mrs. Hazel Wray Davey, whose ability has been shown in Firecliff Lodge.

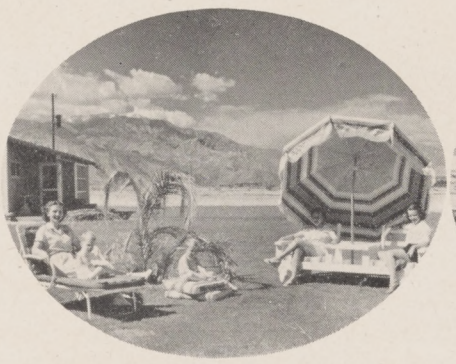
Lyman H. Johnson, he the Executive Vice President of Pan Pacific Auditorium in Los Angeles, has completed plans for a residential unit on Shadow Mountain Drive near the Club. Their unique plans, designed by architect Walter Fuesler of Los Angeles, feature individual Lanais in the style of Hawaii.

Another charming Western ranch type home is that of Col. and Mrs. R. P. Shea, the Sheas already being in residence there for the winter. Contracts have been let for a 3500-square foot ranch type menage to be built on approximately an acre tract in Shadow Mountain Estates for Ole Olsen of the nationally famous stage team of Olsen and Johnson. Hugh Weston is the architect for this.

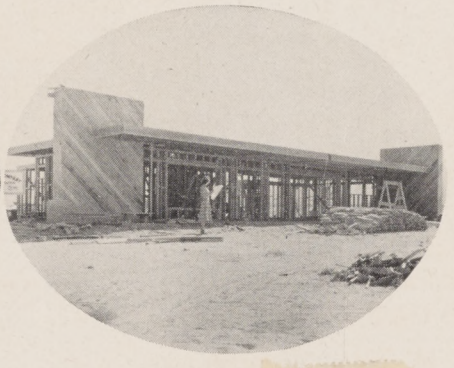
Clifford Henderson's delightful home, designed by Gordon Kaufman and Henry Eggers, is completed and occupied. Already it is the gathering place for society and business notables across the country. Other residences are also occupied including that of Carl Henderson and others are fast nearing completion.



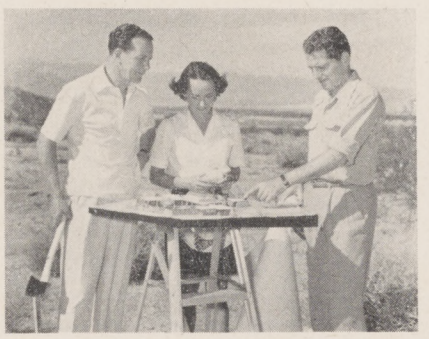
FIRECLIFF INTERIOR



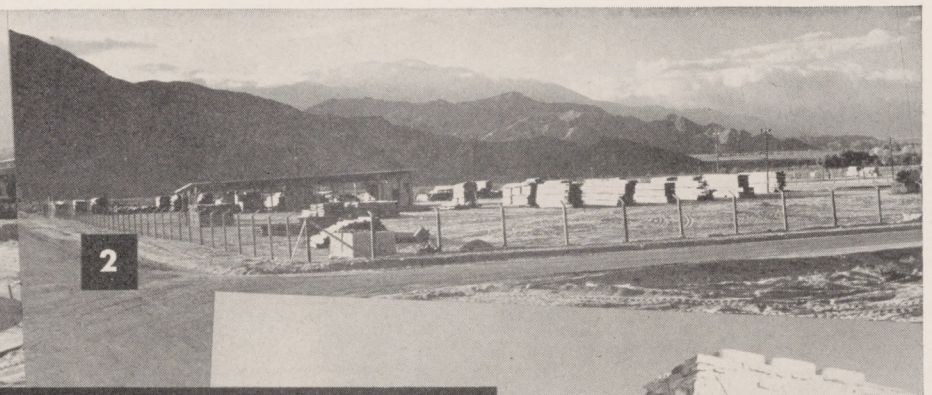
SUN AND SHADOW

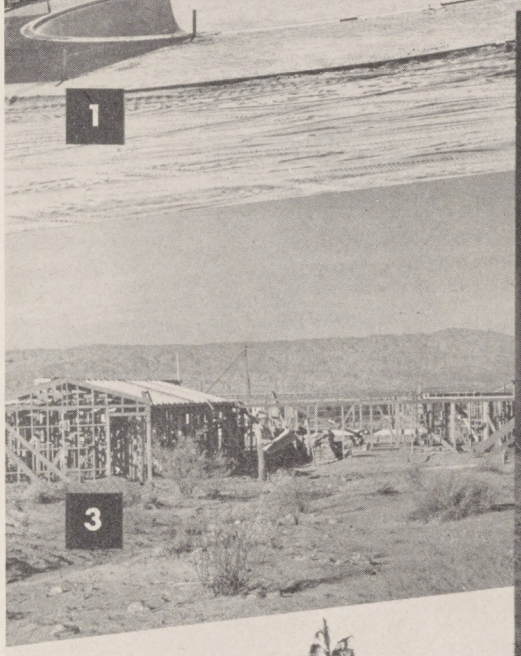


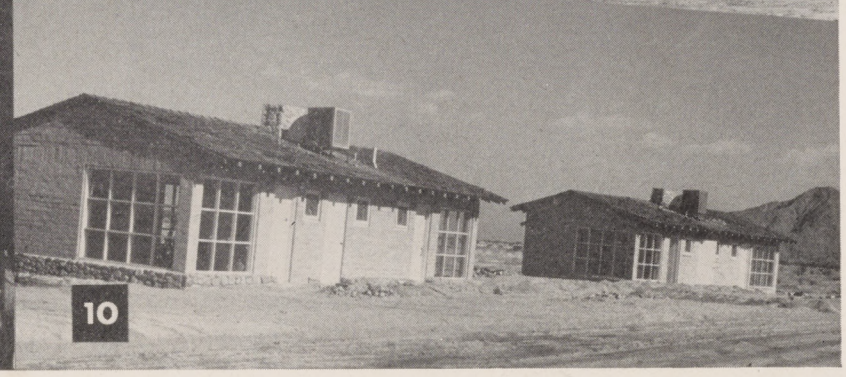
DESERT LIVING



MR. AND MRS. LEONARD FIRESTONE, WILLIAM PEREIRA, HOUSE MODEL







No. 1. "8" SHAPED SHADOW MOUNTAIN POOL, CLUBHOUSE CONSTRUCTION NOW COMPLETED

No. 2. STOCKPILE ON PROPERTY FOR BUILDERS' USE

No. 3. HERBERT PRITZLAFF RANCH ESTATE DESIGNED BY CLIFF MAY

No. 4. BOATHOUSE VIEW OF SHADOW MOUNTAIN LAKE

No. 5. CARL HENDERSON HOME

No. 6. CHILDREN'S WADING POOL NOW COMPLETED

No. 7. CLIFFORD W. HENDERSON'S HOME BEFORE COMPLETION

No. 8. SHADOW MOUNTAINS OVERLOOKING PALM DESERT CONSTRUCTION

No. 9. THE BEAUTY OF PALM DESERT

No. 10. TEMPORARY BUNGALOW ACCOMMODATIONS

TOURNAMENT TOPICS

TENNIS & PADDLE TENNIS

Already completed—and with 3 more in immediate prospect—are the 2 championship lighted tennis courts where members not only may enjoy a fast game but also watch top tennis stars play exhibition and championship games.

Beyond the courts, where ordinarily are spectator stands, Shadow Mountain Club has placed a cozy protected spot to watch the games. The courts are fully lighted for night games, and the spectator spot is to be warmed by an over-sized fireplace. Sandwiches and drinks will be served here to those who desire them.

Five paddle tennis courts, built to rigid specifications, will be ready and in use before the club's opening date is announced. Here, too, will be held tournaments, the trophies for which will be a hotly contested matter between the members.

Tennis enthusiasts will be happy to know that the manager of the Shadow Mountain Club is the formerly famous tennis personality, Fred Renker, who rated no less than sixth nationally and is often seen batting a ball about for the enjoyment of those on the sidelines.

CLIFF HENDERSON WITH CHAMPIONS SHIELDS AND RENKER

★

PITCH & PUTT

From the terraces of the Shadow Mountain Club can be seen the richly turfed greens of the nine hole course which is one of the centers of activity in the club area.

Both men and women gather here, as so many of them do at their golf clubs in town. But where else can a game be perfected in such lovely surroundings as on this sporty pitch and putt course—with the quiet majesty of the Shadow Mountains in the background, the cool lushness of the club area, and the far view of the warm sands of the California desert beyond.

A shop for the convenience of the golfer, offering any of the necessities of the game, will be at the disposal of members. However, instead of the traditional 18th hole there is a very slight walk to the nearby snack bar in the clubhouse proper.

MEET FRED RENKER

Fred Renker, manager of the Shadow Mountain Club, has come from years of experience in some of America's top clubs to give members of Shadow Mountain Club and their guests another top American club.

Behind this man is an impressive list of clubs and hotels where he has established a policy and carried out successful management for them. Even now, during the summer season, he is under contract to the Little Harbor Club in Harbor Springs, Michigan, which is the most exclusive resort club in that state and lists among its members the Fords, Wrigleys, Chapins, Swifts and Walbridges.

But behind the ability of Fred Renker, Manager, is the famous tennis personality of many years famed both here and abroad for his prowess on the courts.

Ranked sixth nationally, and with a bit of professional experience teaching such well known net stars as the present world's professional champion, Bobby Riggs, Fred Renker still hits a mean ball over the net.

★

FLASH!

MORE SUN

Among its many other advantages, Palm Desert can offer one and one-half more hours of sun to its residents and visitors. Lying as it does in the largest sheltered cove on its side of the Coachella Valley with the Santa Rosa Mountains forming a natural backdrop, its physical set-up permits the sun's rays to fall upon it more hours of the day.

By actual timing, it has been estimated by many persons that Palm Desert and its 1620 acres, because of its natural land contour and its sweeping expanse of mesa before it, enjoys this added hour and a half more sun each day than surrounding communities and areas even including its neighboring community of Palm Springs.

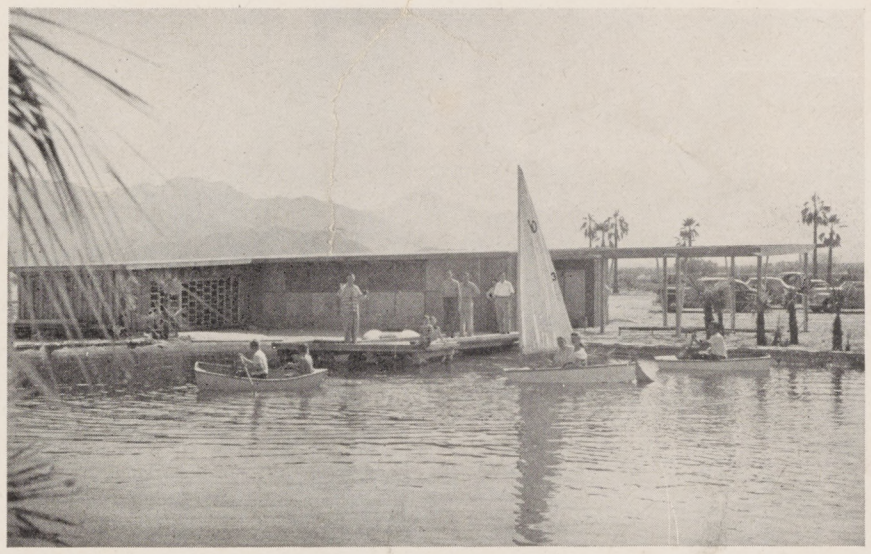
All of which adds up to one and one-half more hours of playtime in the sun at Palm Desert.

★

DRESSING ROOMS

One of the most important features—sportswise—of the Shadow Mountain Clubhouse are its dressing rooms for men and women.

Designed for comfort, space and facility they have individual lockers (full length in the women's section), the finest of shower accommodations, proper lighting which is such an important part in both men's and women's sections, and separate patios. The latter is an innovation which, it was felt, would add to the enjoyment of members, where they may sun-laze, or have a quiet cocktail while dressing within the confines of utter privacy.



CHILDREN'S MINIATURE REGATTA

COME ON IN...

Swimming, one of the most popular of American sports, will have a featured spot at Shadow Mountain Club. First there is the unique figure "8" shaped swimming pool for adults and older children where swimming, diving, and water sports may be enjoyed. But the smaller youngsters have not been forgotten. For them, a shallow circular wading pool of generous size has been constructed, near enough to be within watching distance of parents but off to one side at the lower end of the terraces where the kiddies can be to themselves.

Probably the largest club pool in the country, the swimming pool at Shadow Mountain Club is 130 feet long and is built in the form of two inter-locking circles that form a figure "8". The smaller of the two circles is 65 feet in diameter while the larger is 85 feet in diameter, the two circles overlapping each other.

Centered on the rim of the smaller circle, at the far end of the pool and facing directly toward the club-house and its terraces will be the regulation Olympic championship diving platform. While on either side of this same circle is a 3-meter and a 1-meter diving board. Then, where the smaller circle joins into the larger circle on either side, will be a long slide into the water the top of which will be reached by ladder-type stairs at the back of the slide.

Emerging from the pool, bathers find themselves on the lowest level of the series of terraces that lead up to the club house proper. And on this "swimmers' terrace" will be facilities for sun-bathing, snack-lunching, etc. Forming the colorful background for this will be the gaily-colored, individually-member furnished, cabanas.

The kiddies' wading pool is at the extreme left end of the "swimmers' terrace" facing toward the swimming pool and away from the clubhouse. It is designed so that the smallest child may frolic in it with complete safety. For its depth ranges from 1 inch to 15 inches thus providing depths for children of various ages.

SAILBOATING IN THE DESERT

There's a new thrill awaiting those who enjoy sail-boating—down Palm Desert way.

For on beautiful Shadow Mountain Lake, which adjoins the grounds of the Shadow Mountain Club, and which is a man-made approximately 420-foot long body of water, small boats can be sailed. A picturesque boathouse and boat-landing have been completed at one end of the lake. And lining the shore of the lake at intervals are palm trees that make interesting shade and shadows in its blue waters.

Miniature regattas will be staged on Shadow Mountain Lake and New Year's Day and the New Year holiday week-end will find sleek small craft skimming its surface for that new sports thrill which Palm Desert and the Shadow Mountain Club has to offer—sail-boating in the desert!

★

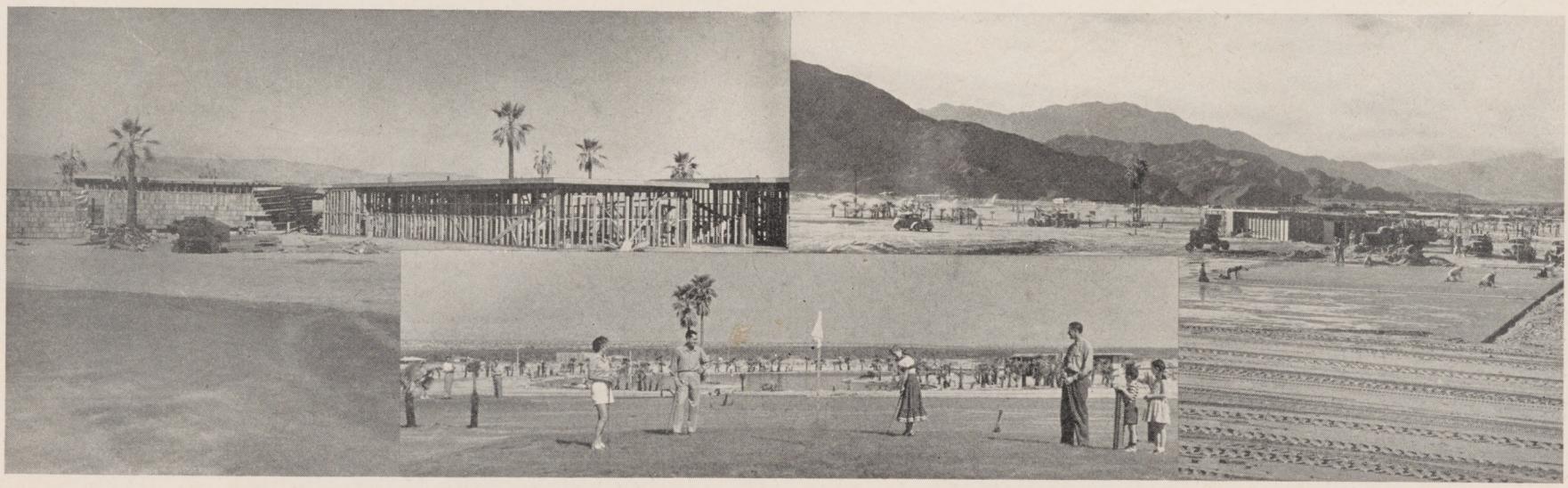
CABANAS IN THE DESERT

Gaily furnished, gaily colored—cabanas in the desert! Spaced about the 130 foot figure "8" shaped pool planted with its towering palms they could perhaps be likened to the oasis encampments of Arabs in the Sahara—but the Arabs did not have hot and cold running water in their tents.

A modern Aladdin has rubbed his lamp; for here stands the ultra in comfort and convenience yet presented for the first time on California desert sands.

A focal point for entertaining, each cabana owner will draw about him his own guests in a setting which is completely his own for each owner will decorate his cabana as suits his fancy best. A perfect view of the five championship diving boards and two slides and the activities scheduled to take place there is afforded the guests and service from the "Snack Bar" makes for comfort at its best.

Monthly and seasonal reservations are now being taken for these ultra smart cabanas which afford the most in personal comfort for gracious living.



SHADOW MOUNTAIN CLUB DRESSING ROOMS BEFORE COMPLETION

PITCH AND PUTT

TENNIS COURTS BEFORE COMPLETION